



Blogging for Freelancers

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Blogging with Beth

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The New Marketing Game

The Old Rules

- Telemarketing
- Trade Shows
- Direct Mail
- Email newsletters
- Television Ads
- Radio Ads



The New Rules

- Blog content
- Social Networking
- Viral Videos
- E-Books/Free Tools
- Search Engine Optimization



Benefits of Blogging for Freelancers - Marketing

- Great way to get your name out to clients and prospects
- Positions you as an expert in your niche
- Immediately shows that you are tech and/or social media savvy.
- Makes you more findable online - amazing search engine benefits
- Helps you build a community of readers and people who comment
- Is the #1 way to build an online platform if you're looking to get a book deal

Benefits of Blogging for Freelancers - Content

- Help you gather content to repurpose as books, ebooks, videos, speeches and other products
- Lets you get in the writing habit – can be a painless way to write a book
- Gives potential clients a taste of your style – does some of the pre-sales work for you
- Allows you to quickly and easy put up links to online clips as soon as they get published
- Freebies! Books, press passes to conferences, etc.

How to Start a Blog

- Figure out your niche – what will your topic be?
- Get your own domain
- WordPress-friendly hosting is available from Bluehost
- Get WordPress.org software installed
- Design and implementation considerations:
 - Add a blog to an existing website?
 - Create an entire website with your blogging tool?
 - Do you need help with design, training, etc?

How to Offer Blogging Services to Your Clients

Some options:

- Partner with a WordPress tech expert and develop packages
- Initial site content for people who building brand-new sites
- Regular blog posts – be careful with authenticity
- Editing or proofing blog posts or web content
- Ongoing publishing services
- Other social media content – make sure you do your research
- Bundling blog posts as e-books and other products

Action Plan – What Now?

1. Get a domain name, if you don't already have one
2. Sign up for BlueHost hosting
3. Install WordPress at that new domain
4. Find a WordPress theme (template) you like
5. Start posting!
6. Post 2-3 times a week
7. Put your blog address everywhere! Email signature, your main website, Facebook Page, business cards

Get Help!

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Custom coaching and consulting, blog design
and development, classes

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